

DERWENT-ACC-NO: 2003-317655

DERWENT-WEEK: 200331

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TITLE: Advertisement method involves inserting  
sub-advertisement in empty space present in  
display area of existing merchandise package

PATENT-ASSIGNEE: AD PROD KK [ADADN]

PRIORITY-DATA: 2000JP-0377599 (December 12, 2000)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE
PAGES MAIN-IPC		
JP 2002182602 A	June 26, 2002	N/A
003 G09F 023/00		

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO
APPL-DATE		
JP2002182602A	N/A	2000JP-0377599
December 12, 2000		

INT-CL (IPC): G09F003/00, G09F023/00

ABSTRACTED-PUB-NO: JP2002182602A

BASIC-ABSTRACT:

NOVELTY - The empty space (4) that is present in the display area (3) of an existing merchandise package, is used as an advertisement medium for inserting a sub-advertisement (2).

USE - Advertisement method.

ADVANTAGE - Advertising efficiency is increased. As the package of the existing known merchandise is utilized, cost is reduced.

DESCRIPTION OF DRAWING(S) - The figure shows a display screen of an advertisement that utilizes existing merchandise package. (Drawing includes

non-English language text).

sub-advertisement 2

display area 3

empty space 4

CHOSEN-DRAWING: Dwg.1/1

TITLE-TERMS: ADVERTISE METHOD INSERT SUB ADVERTISE EMPTY SPACE  
PRESENT DISPLAY

AREA EXIST MERCHANDISE PACKAGE

DERWENT-CLASS: P85

SECONDARY-ACC-NO:

Non-CPI Secondary Accession Numbers: N2003-253110